



OVER THE COUNTER & PRESCRIPTION DRUG CAMPAIGN

MEDIA BUY SUMMARY

June 16, 2020

Overview

The over the counter and prescription drug (OTC/Rx) campaign is designed to educate the public and raise awareness about the danger of impaired driving as a result of being under the influence of common prescription and non-prescription medications. The campaign focuses on the idea that “there’s more than one way to be under the influence.”

To deliver this message, NHTSA has created a suite of assets entitled “Heavy Machinery” to connect the warnings commonly associated with such medications with the operation of a motor vehicle.

- ▶ The overall media budget for this effort is \$950,000
- ▶ The plan is designed to activate the Heavy Machinery creative developed in 2019 to highlight the risks of driving under the influence of over the counter and prescription drugs.
- ▶ The plan seeks to maximize the reach of NHTSA’s message using a designated budget. To accomplish this goal, NHTSA has focused on two primary delivery channels (Radio and Internet/Digital) that are most suited to reach the campaign’s target audience.
- ▶ The plan makes use of both demographic and behavioral targeting opportunities within those channels and includes an influencer element through a partnership with iHeartMedia.

Media Budget Breakdown

Item	% of Total
Radio & Influencer	26.3%
Paid Social (Facebook/Instagram)	55.2%
Trade Desk	18.4%

Target Audience

After reviewing research on opioid deaths and prescribing data, the recommended target is 25-54 year old males & females located in smaller cities/larger towns, who are most likely to habitually use prescription drugs, whether as prescribed or recreationally. This targeting allows NHTSA to:

- ▶ Reach an audience who may be having their first encounter with prescription drugs and could be unaware of the side effects
- ▶ Target those who are more likely to spend a lot of time in their cars (commuting to work, kids' activities, busy lifestyles, etc.)
- ▶ Target those that spend much of their time on social media as a place they consume & share information

Channel Selection

In considering channels for the OTC/Rx campaign, NHTSA reviewed the platform usage of the target audience. As figure 1 below shows, magazines, radio and internet index best. Given the relative cost and efficiency of radio and internet placements compared to magazine insertions, NHTSA has narrowed the plan to these two core channels for this effort. States may consider magazine placements as a supplemental tactic to the national campaign as needed.

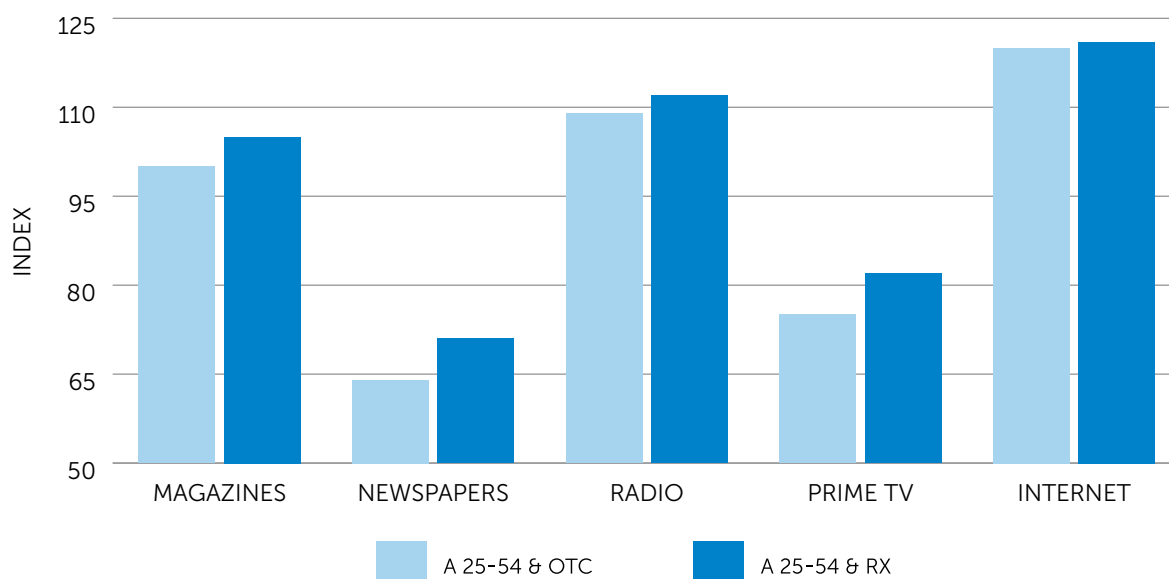


Figure 1: Audience index by major channel (Source: GfK MRI 2018 Doublebase)

Key Plan Elements

Paid Social & The Trade Desk

For the internet portion of the campaign, NHTSA plans to activate the Heavy Machinery assets using both paid social as well as programmatic placement via the Trade Desk. The Trade Desk is a programmatic buying platform that allows NHTSA to efficiently bid and place media for the target across a wide swath of digital properties. These two approaches provide a broad reach and balanced set of targeting opportunities to reach the audience.

In selecting platforms for the paid social campaign, NHTSA examined social usage among the target audience and found Facebook and Instagram to offer the broadest overall reach for the campaign (see figure 2 below). These platforms are also well suited to deliver video-based assets which users are conditioned to expect in these contexts.

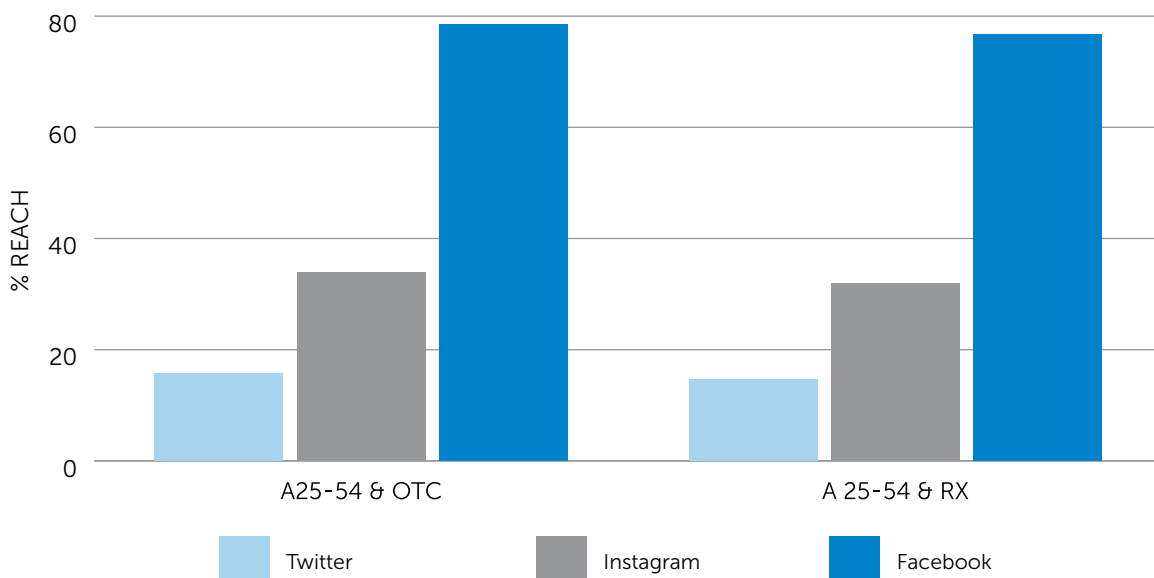


Figure 2: Facebook and Instagram outperform Twitter in terms of potential reach for the target audience
(Source: GfK MRI 2018 Doublebase)

For the Trade Desk portion of the campaign, NHTSA will deliver campaign assets via ad exchanges that provide access to inventory across the internet. Assets will be delivered using anonymized targeting data to reach those within the demographic and behavioral segment.

Radio

For the radio portion of the campaign, NHTSA plans to leverage a partnership with iHeartMedia to connect with the audience using the trusted voices of the iHeart network. The radio plan has three components to it, including:

- ▶ iHeart Personalities/Spokespeople
- ▶ Social Activation
- ▶ SmartAudio Targeting

By leveraging iHeart personalities that reach the target audience, NHTSA will deliver the message to the audience using the trusted voices of people they already have an affinity for. NHTSA will use both targeted audio spots featuring these influencer's voices as well as the iHeart personalities' own social media channels to deliver the NHTSA message.

Tactic	Format
Mario Lopez & Bobby Bones Custom Social Content	2x social posts on Facebook and Instagram for each influencer
Mario Lopez SmartAudio Spot	:60 audio spot using the voice of Mario Lopez to reach the target audience
Bobby Bones SmartAudio Spot	:60 audio spot using the voice of Bobby Bones to reach the target audience
Delilah SmartAudio Spot	:60 audio spot using the voice of Delilah to reach the target audience
The Breakfast Club SmartAudio Spot	:60 audio spot using the voice of a member of the Breakfast Club to reach the target audience
Local iHeart influencers in 10 targeted DMAs Custom Social Content	2x social posts on Facebook and Instagram for each influencer

Campaign Schedule

NHTSA has identified two flight windows for the campaign that minimizes the overlap with other priority messages in the market. These prospective flight windows are included in the table below.

Flight	1	2
Dates	9/23/2019 - 11/17/2019	7/1/2020 - 7/28/2020
Flight Duration	8 Weeks	4 Weeks
Assets	Heavy Machinery & iHeart voices	Heavy Machinery & iHeart voices
Platforms	Facebook/Instagram The Trade Desk iHeartMedia	Facebook/Instagram The Trade Desk iHeartMedia

Detailed Campaign Breakdown

	Flight 1 Est. Impressions	Flight 2 Est. Impressions	Total Est. Impressions
Radio & Influencer			
Social Post w/Embedded Video			
Mario Lopez	2,000,000	2,000,000	4,000,000
Bobby Bones	1,300,000	1,300,000	2,600,000
SmartAudio :60			
Mario Lopez	2,450,000	9,544,600	11,994,600
Delilah	3,586,550	14,833,200	18,419,750
The Breakfast Club	1,942,800	8,063,000	10,005,800
Bobby Bones	4,986,100	17,644,100	22,630,200
Local Influencers Social Posts			
10 DMAs	750,000	750,000	1,500,000
Trade Desk			
RX Targeting	1,895,830	1,895,830	3,791,660
OTC Targeting	1,895,830	1,895,830	3,791,660
Amazon OTC Purchase Targeting	1,531,250	1,531,250	3,062,500
Paid Social			
Facebook/Instagram	26,922,917	26,922,917	53,845,834
Grand Media Totals	49,261,277	74,896,398	124,157,635